

# CITY COUNCIL REPORT



Meeting Date: May 14, 2013  
General Plan Element: *Community Involvement*  
General Plan Goal: *Seek communitywide representation on issues*

## ACTION ITEM

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1. Presentation, discussion and possible direction regarding the Visioning Scottsdale Town Hall report.

## BACKGROUND

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### General Plan

The current Scottsdale General Plan was adopted in 2001 and ratified by the voters in 2002. The Plan defines the community's goals for growth, development, character, mobility and a variety of other community aspects. Per State Statute, the city is required to update and ratify the General Plan every ten (10) years. In March 2012, after three (3) years of public input, the Scottsdale City Council sent an updated 2011 General Plan to the voters. However, the measure was defeated (52% to 48%), and thus, the 2001 General Plan remains in effect until the city adopts and ratifies a new General Plan.

### City Council Direction

To begin a Scottsdale 2014 General Plan process, the City Council unanimously directed staff, in June 2012, to retain a neutral, third-party consultant to conduct a visioning event focused on updating the existing, or creating a new, vision statement for the 2014 General Plan. Direction from Council also included the following:

- The participant selection process will be coordinated by an experienced , third-party consultant/organization that can provide objectivity in selecting the participants from a large pool of candidates; and
- The selection process should ensure participation from a diverse cross-section of citizens and stakeholders.

On December 4, 2012, the City Council adopted Resolution No. 9226, authorizing the City to enter into Contract No. 2012-184-COS for professional services with Arizona Town Hall for the General Plan Visioning project.

### **Consultant Team—Arizona Town Hall**

Arizona Town Hall is a non-profit organization that has been at the forefront of engaging diverse Arizonans using a process of informed civil discourse that helps solve critical and often divisive issues while also strengthening participants' understanding of, and relationships with, each other. Arizona Town Hall is primarily known for its statewide town halls that take place twice a year and involve diverse participants from throughout the state. To date, the organization has held 100 statewide town halls on topics such as education, land use, water, taxes and, most recently civic engagement.

Arizona Town Hall also acts as a consultant to businesses, government and other organizations who wish to use the town hall process to solve issues in a format that promotes robust and respectful dialogue and that produces a consensus-based written report of recommendations. The City of Scottsdale utilized the Arizona Town Hall to determine key issues and opportunities for Downtown Scottsdale in 2006 as the kick-off to the Downtown Plan Update.

The Visioning process was led by Arizona Town Hall's president, Tara Jackson. She has served as the organization's president since June 2006 but originally began her service with Arizona Town Hall in 1994 as a volunteer recorder. The project also included highly-skilled professionals who have previously served as town hall panel chairs or recorders for at least two (2) town halls. These professionals are volunteers that have attended extensive training in public participation consensus-building, group facilitation, public speaking, presentations, and working with a broad cross-section of stakeholders. The professional volunteers were neutral, non-Scottsdale residents and included Panel Chairs Jim Condo, Mike Widener and Alberto Olivas; Panel Recorders Jennifer Frownfelter, Scott Rhodes and Will Voit; Plenary Chair Ron Walker; and Report Chair Michael Minnaugh.

## **VISIONING PROCESS**

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### **Visioning Scottsdale Town Hall**

#### Application

Working with city staff to identify important Scottsdale community-member characteristics, Arizona Town Hall created an application (Attachment 1) for the Visioning Scottsdale Town Hall. The application period was open between December 5, 2012 and January 11, 2013, via hard copy or on the Arizona Town Hall website.

#### Application Marketing and Outreach

The Town Hall application was marketed by the City of Scottsdale in a variety of ways, such as:

- City of Scottsdale Utility Bill direct mailing to 80,000 utility customers
- Direct emails to 23,000 Scottsdale Utility customers who receive bills via the city's website
- City of Scottsdale Neighborhood Notification and Block Watch notifications to approximately 52,000 people
- City of Scottsdale E-Newsletters (i.e. Scottsdale Update, General Plan Newsletter, P & Z Link, etc) to over 24,000 subscribers

- Presentations by city staff to community groups, such as Scottsdale Round Table, McCormick Ranch Kiwanis Club, Arizona Business Aviation Association and Scottsdale Area Association of Realtors
- Emails and packet materials distributed to City of Scottsdale Boards and Commissions
- Coverage in the Scottsdale Republic and Scottsdale Independent Newspapers
- Social Media and City Website
- Flyers, in both English and Spanish, available at the libraries and community centers

In total, information about application reached over 200,000 Scottsdale community members. Ultimately, 291 applications were received.

#### Selection Process

Arizona Town Hall managed the selection process of 101 Scottsdale community members based on the information provided in the applications. Arizona Town Hall's task was to select a representative cross-section of the Scottsdale community to participate in the Visioning Scottsdale Town Hall (Attachment 2). Selected individuals were notified by Arizona Town Hall on January 25, 2013.

#### Visioning Scottsdale Town Hall

The Visioning Scottsdale Town Hall was held for three half-days on February 6, 7 and 11, 2013, at Monterra Events Center at WestWorld. Participants were divided into three panels—Saguaro, Ocotillo and Hedgehog—and discussed the same three (3) questions:

1. What are the best features of Scottsdale? How can Scottsdale capitalize on its best features while meeting the needs of the future?
2. Consider the 2001 General Plan Community Values and the community that you envision for Scottsdale in 2040.
  - a. What community values, if any, should be retained in the 2014 General Plan with no changes?
  - b. What community values, if any, should be completely eliminated in the 2014 General Plan?
  - c. What community values, if any, should be retained in a modified form? If a community value should be retained in a modified form, how should it be modified?
  - d. What community values, if any should be added to the 2014 General Plan?
3. What should the General Plan Vision Statement be for the 2014 General Plan?

On the final day, the three (3) panels worked together to edit a draft report of the discussion from the first two days. The result, the Visioning Scottsdale Town Hall report (Attachment 3), represents a consensus of the 100 community members who participated in the event.

## **Future Leaders Town Hall**

In addition to the Visioning Scottsdale Town Hall, Arizona Town Hall convened a Town Hall for 82 Scottsdale youth, between ages 14-22, on January 24, 2013. The participants represented each of Scottsdale Unified School District's five (5) public high schools, the Scottsdale Mayor's Youth Council, Scottsdale Community College and several private and charter schools. The participants in the Future Leaders Town Hall were divided into six (6) discussion groups, facilitated by one of their peers, and asked the following two (2) questions:

1. What are the best features of Scottsdale? How can Scottsdale capitalize on its best features while meeting the needs of the future?
2. Consider the 2001 General Plan Community Values and the community that you envision for Scottsdale in 2040.
  - a. What community values, if any, should be retained in the 2014 General Plan with no changes?
  - b. What community values, if any, should be completely eliminated in the 2014 General Plan?
  - c. What community values, if any, should be retained in a modified form? If a community values should be retained in a modified form, how should it be modified?
  - d. What community values, if any should be added to the 2014 General Plan?

The Future Leaders Town Hall Recommendations were provided to the participants of the Visioning Scottsdale Town Hall for consideration (Attachment 4, pgs. 14-15).

## **Community Input**

Following the Visioning Scottsdale Town Hall, an open house was held on February 21, 2013, from 5 to 7 p.m. at Mountain View Recreation Center. Approximately 65 people attended. Community members could review the Visioning Scottsdale Town Hall Report and provide written comments. During the second half of the open house, three (3) participants of the Visioning Scottsdale Town Hall provided an overview of their experience and impressions of the report. Arizona Town Hall followed up with a "mini-town hall" by facilitating and recording a comment and question session. As a deliverable, Arizona Town Hall provided a summarized statement recorded during the open house (Attachment 5).

Community comments were also taken through mid-April in the following ways:

- The Scottsdale General Plan webpage feedback form at [www.scottsdalegp.com](http://www.scottsdalegp.com)
- SpeakUp Scottsdale <http://speakupscottsdale.com>
- Sending an email to city staff at [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov)
- 2014 General Plan exhibit at the Civic Center Library
- Scottsdale Planning Commission meeting on March 20, 2013

## OPTIONS & STAFF RECOMMENDATION

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### Proposed Next Steps

Staff will provide the Visioning Scottsdale Town Hall Report, as well as all associated public comments, to the General Plan 2014 Task Force, once established, who will make recommendation as to how the report contents should be incorporated into the General Plan 2014.

## RESPONSIBLE DEPARTMENT

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### Planning, Neighborhood and Transportation

Long Range Planning Services

## STAFF CONTACT


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Erin Perreault, AICP  
Long Range Planning Manager  
[Eperreault@scottsdaleaz.gov](mailto:Eperreault@scottsdaleaz.gov)

Mary Vandevord, AICP  
Senior Planner  
[mvandevord@scottsdaleaz.gov](mailto:mvandevord@scottsdaleaz.gov)

## APPROVED BY

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Mary Vandevord, AICP, Sr. Planner/Report Author

4-23-13

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Date



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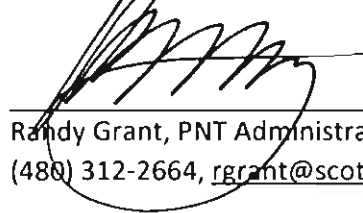
Erin Perreault, AICP, Long Range Planning Manager

04/23/13

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Date

(480) 312-7093, [eperreault@scottsdaleaz.gov](mailto:eperreault@scottsdaleaz.gov)



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Randy Grant, PNT Administrator

(480) 312-2664, [rgrant@scottsdaleaz.gov](mailto:rgrant@scottsdaleaz.gov)

4/23/13

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Date

## **ATTACHMENTS**

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1. Visioning Scottsdale Town Hall application
2. Town Hall Applicant and Participant Statistics
3. Report of the Visioning Scottsdale Town Hall
4. Visioning Scottsdale Town Hall Participant Agenda Packet
  - Overview of the Arizona Town Hall Process, pages 2-3
  - Agenda, pages 4-5
  - Consultant Team Biographies, pages 6-8
  - Participant List, pages 9-11
  - Panel Assignments, page 12
  - Discussion Questions, page 13
  - Future Leaders Town Hall Recommendations, pages 14-15
5. February 21, 2013, Open House Recorded Statement
6. Comment Cards and Sign-In Sheets from February 21, 2013, Open House
7. Other Public Comments Received between February and April 2013



**APPLICATION FOR PARTICIPATION IN  
VISIONING SCOTTSDALE TOWN HALL  
TO BE HELD FEBRUARY 6, 7 & 11, 2013**

To ensure a balanced and varied base of participants, we ask that all applicants answer the following questions.

1. Name: \_\_\_\_\_

(Also indicate any differing version, such as a nickname, you would like used on a name badge.)

2. Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

3. E-Mail Address: \_\_\_\_\_

4. Home Address: \_\_\_\_\_ Zip: \_\_\_\_\_

☐ Seasonal Resident? Months Spent Residing in Scottsdale Per Year: \_\_\_\_\_ Other Residence Location: \_\_\_\_\_

5. Business Address: \_\_\_\_\_ Zip: \_\_\_\_\_

☐ Scottsdale Business Owner? Owned Business How Many Years: \_\_\_\_\_

6. Lived in Arizona How Many Years: \_\_\_\_\_ Lived in Scottsdale How Many Years: \_\_\_\_\_

7. Present Occupation and Company Name (or past, if retired): \_\_\_\_\_

8. Education (where, when, degrees): \_\_\_\_\_

9. Civic and Cultural Organizations and Offices Held:

CURRENT: \_\_\_\_\_

PAST: \_\_\_\_\_

10. Participants must be able to attend all sessions of the Scottsdale Visioning Town Hall. Are you able to attend the entire Visioning event (February 6, 7 & 11, 2013, from approximately 7:30 am to 1 pm)? \_\_\_\_\_

11. Please explain why you would like to participate in this Visioning event, and list any prior Scottsdale visioning efforts you have participated in.

12. Please describe why you should be selected to participate in this event.

13. With regard to the future of Scottsdale, what ideas, topics, or issues would you suggest be discussed at the Visioning Scottsdale Town Hall?

14. Would you be interested in representing the Visioning results to community (Board & Commission meetings)? Yes ☐ No ☐

15. Would you be interested in participating in a future General Plan Steering Committee (Anticipated Timing: April 2013 - December 2013)? Yes ☐ No ☐

See reverse side for additional information

**PLEASE RETURN TO:**  
Arizona Town Hall  
1 E Camelback Rd, Ste 530, Phoenix, AZ 85012  
tarajackson@aztownhall.org  
**BY: January 11, 2013**

16. Professional/Personal Information:

Completion of this section will assist in selecting participants who represent a diverse cross-section of stakeholders.

**Community Affiliation**

*(Check all that apply)*

- ☐ Scottsdale Resident
  - ☐ North of Deer Valley Rd
  - ☐ South of Indian Bend Rd
  - ☐ Between Deer Valley Rd and Indian Bend Rd
- ☐ Employer
  - ☐ Large  
*(More than 50 employees)*
  - ☐ Small  
*(Less than 50 employees)*
- ☐ Aerospace
- ☐ Arts
- ☐ Automotive
- ☐ Community Volunteer
- ☐ Education
- ☐ Entertainment/Cultural Venue
- ☐ Equestrian
- ☐ Financial Services
- ☐ "Green" Industries: Solar, Water Harvesting, etc.
- ☐ Government/Military
- ☐ Health Care
- ☐ Homemaker
- ☐ Labor
- ☐ Manufacturing/Industrial
- ☐ Non-Profit/Faith-Based Org.
- ☐ Office
- ☐ Personal Services
- ☐ Professional: Attorney, Engineer, etc.
- ☐ Property Owner
- ☐ Real Estate: Builder, Developer, Realtor
- ☐ Resort/Hotel
- ☐ Restaurant
- ☐ Retail
- ☐ Retired
- ☐ Self-Employed/Micro-Business
- ☐ Student
- ☐ Technology

☐ Tourism Industry

☐ Utility

☐ Other \_\_\_\_\_

**Ethnic Group**

*(Check all that apply)*

- ☐ African American
- ☐ Asian
- ☐ Caucasian
- ☐ Hispanic
- ☐ Native American
- ☐ Other

**Gender**

☐ Male

☐ Female

**Age**

- ☐ 25 and Under
- ☐ 26 to 40
- ☐ 41 to 65
- ☐ Over 65

**Household Income**

*Scottsdale's Median Household Income is \$71,500, please identify your income level:*

- ☐ Below Median
- ☐ At/Near Median
- ☐ Above Median

**PLEASE RETURN TO:**

**Arizona Town Hall**

**1 E Camelback Rd, Ste 530, Phoenix, AZ 85012**

**[tarajackson@aztownhall.org](mailto:tarajackson@aztownhall.org)**

**BY: January 11, 2013**



**Attachment 2**  
**Visioning Scottsdale Town Hall Participants**  
**Demographic Characteristics by Town Hall Panel**

Characteristic	All Applicants	Participants by Panel			All Panels	Scottsdale Pop. (2010 Census)
		Hedgehog	Ocotillo	Saguaro		
<b>Age</b>						
18-25 years	10 (3%)	1 (3%)	3 (9%)	1 (3%)	5 (5%)	14,720 (7%)
26-40 years	33 (11%)	5 (15%)	3 (9%)	2 (6%)	10 (10%)	35,595 (18%)
41-65 years	151 (51%)	20 (59%)	21 (64%)	16 (47%)	57 (57%)	81,009 (37%)
65+ years	88 (30%)	8 (23%)	6 (18%)	15 (44%)	29 (28%)	43,471 (20%)
Unknown	9 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	N/A
<b>Ethnicity</b>						
African American	3 (1%)	2 (6%)	0 (0%)	1 (3%)	3 (3%)	3,484 (2%)
Asian	2 (<1%)	0 (0%)	1 (3%)	0 (0%)	1 (1%)	7,128 (3%)
Caucasian	274 (94%)	32 (94%)	30 (91%)	29 (85%)	91 (90%)	182,011 (84%)
Hispanic/Latino	5 (2%)	0 (0%)	1 (3%)	2 (6%)	3 (3%)	19,225 (9%)
Native American	3 (1%)	0 (0%)	0 (0%)	1 (3%)	1 (1%)	1,462 (1%)
Other	3 (1%)	0 (0%)	1 (0%)	1 (3%)	2 (2%)	4,075 (2%)
Unknown	1 (<1%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	N/A
<b>Gender</b>						
Male	175 (60%)	19 (56%)	16 (49%)	15 (44%)	50 (50%)	104,930 (48%)
Female	116 (40%)	15 (44%)	17 (51%)	19 (56%)	51 (50%)	112,455 (52%)
<b>Geography of Residence</b>						
South	101 (35%)	11 (32%)	10 (30%)	10 (29%)	31 (31%)	75,414 (35%)*
Central	141 (48%)	11 (32%)	11 (33%)	11 (32%)	33 (33%)	109,236 (50%)*
North	36 (12%)	10 (30%)	10 (30%)	11 (32%)	31 (31%)	32,735 (15%)*
Other City	13 (5%)	2 (6%)	2 (6%)	2 (6%)	6 (6%)	N/A
<b>TOTALS (100%)</b>	<b>291</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>101</b>	<b>217,385</b>

Total applicants = 291, Total Participants = 101

Percentages may not equal 100 due to rounding; \*Geography populations by area are best estimate.

**Report of the  
VISIONING SCOTTSDALE TOWN HALL  
Scottsdale, Arizona  
February 6, 7 and 11, 2013**

**Introduction**

As one of the first steps in a broad public outreach effort to develop a comprehensive 2014 General Plan, the Scottsdale City Council worked with the nonprofit Arizona Town Hall to produce a Visioning Scottsdale Town Hall. The goal was to actively engage the participants in helping to guide the future of Scottsdale.

Approximately 100 community leaders, business owners and residents participated in three half-days of respectful and vigorous civil discourse. The participants were selected as part of an extensive application process designed to represent a diversity of interests, viewpoints and geographic locations within the city. Although not every participant agreed with every point set forth in this report, this report represents the general consensus of those attending the Town Hall.

**Scottsdale's Best Features**

Scottsdale represents established tradition and robust community. Scottsdale is a sophisticated city with a small town feel.

Scottsdale takes great pride in creating a sense of community among its residents. Indeed, Scottsdale's most valuable assets are its citizens and the opportunities available for citizens to participate in the decision process and to contribute to the community.

Scottsdale appeals to visitors, business owners and residents of all ages. Scottsdale balances the beauty of its natural environment with a high quality of life, and the vibrancy of big events and ideas. Some of Scottsdale's best features include: our McDowell Sonoran Preserve, the Indian Bend Wash Greenbelt, great weather; open skies; beautiful views; worldwide prestige; safe neighborhoods with diverse housing and lifestyle choices; a diverse economy that includes a variety of corporate and locally-owned businesses; varied entertainment and dining opportunities; arts and cultural venues; shopping districts; easy and affordable access to preserves, parks and recreation; and a walkable and vibrant downtown. Other best features include Scottsdale's cleanliness and the commitment and dedication of City employees.

Scottsdale is also internationally renowned for its healthcare resources, modernized baseball facilities, equestrian facilities, arts and culture venues, commitment to quality educational standards, the unique Southwestern Sonoran Desert environment, the Indian Bend Wash Greenbelt, and our McDowell Sonoran Preserve.

For residents and tourists alike, hospitality is a key component of Scottsdale's attractiveness, with nationally and internationally recognized events.

These features truly make Scottsdale America's most livable city.

36 **Capitalizing on Scottsdale's Best Features**

37 Scottsdale must continue to function and thrive while maintaining its character. Scottsdale should continue to  
38 foster its business communities with incentive-based programs while balancing a continued respect for unique  
39 neighborhoods and the environment. Scottsdale should also continue to create an environment that encourages  
40 professionals of all ages to stay in Scottsdale by maintaining quality educational systems, encouraging  
41 collaborative efforts among business leaders and community members, promoting accessible, effective and  
42 efficient transportation systems and enhancing incentives for business growth to ensure future economic  
43 security and local jobs.

44 Scottsdale's communities are diverse. The population mix of the Southwest is changing rapidly. It is critical  
45 to embrace and encourage evolving community diversity as one tool for promoting enduring, sound, and  
46 sustainable growth. To that end, Scottsdale should develop a comprehensive plan to build and improve on  
47 existing historic facilities with reuse which is consistent and in context, and with responsible expansion, in a  
48 concerted effort to preserve Scottsdale's character and Southwestern culture.

49 We should also continue our commitment to citizen participation, open dialogue and big ideas. We should  
50 capitalize on building our business community and educational resources by leveraging our citizens' high  
51 educational attainment. We should be guided by an emphasis on innovation, entrepreneurship, and the  
52 technological infrastructure needed to integrate education and other facilities, such as libraries, that promote  
53 greater access to information. We should promote schools of excellence and diverse and innovative life-long  
54 educational opportunities.

55 Scottsdale is blessed with magnificent natural beauty. The McDowell Sonoran Preserve, Indian Bend Wash  
56 Greenbelt and the Scottsdale Civic Plaza, among others, create an attraction for visitors and special comfort  
57 for Scottsdale's residents. Scottsdale is committed to providing infrastructure to enhance accessibility to  
58 significant locations, such as the canal, and activities throughout Scottsdale.

59 Tourism is a major contributor to Scottsdale's economic base and its ability to employ many people with  
60 varying backgrounds, which supports Scottsdale's development. Tourism must receive continued support.

61 Global connectivity is provided by Scottsdale Airport and Airpark, and global appeal by facilities like  
62 WestWorld and other amenities. To further capitalize on its best features and with an eye to the future,  
63 Scottsdale should pledge to emphasize collaboration among all members of the community and neighboring  
64 communities with particular focus on encouraging the engagement of our youth, and on being a city where  
65 citizens actively participate in city government and its process resulting in decisions that benefit both their  
66 neighborhoods and the city as a whole.

67

**Community Values**

In 2045 Scottsdale will be a community that:

- Expects responsive, just, efficient and transparent governance of all of our community values through strong visionary leadership, continuous partnerships and engaged citizenry.
- Demonstrates its commitment to environmental, economic, social well-being and educational quality by vigorously evaluating both the short- and long-term impacts of its decisions prior to making those decisions;
- Creates, revitalizes, protects, and preserves neighborhoods, unique attributes and character, livability, safety, and accessibility to and connectivity with other neighborhoods in the community in a manner that fits together to form an exceptional citywide quality of life;
- Facilitates human connection across neighborhood, cultural, geographic and generational boundaries to make Scottsdale one community by promoting policies and by anticipating and locating facilities, technology, infrastructure, and transportation that have a clear value and benefit;
- Respects the Southwestern environmental character of the city, our McDowell Sonoran Preserve and our Sonoran Desert surroundings as key assets by innovatively collaborating with neighboring cities and Native American communities to preserve, protect and effectively manage natural resources;
- Encourages activities and infrastructure that promote a culture of wellness and lifelong physical and mental health and well-being for residents, visitors and employees;
- Recognizes and builds on the continuing evolution of its Southwestern and diverse heritage and cultures, promotes historical and archaeological preservation areas, and identifies, promotes and celebrates the arts and tourism in a way that recognizes the unique Sonoran Desert environment in which we live;
- Promotes, coordinates and communicates cost-effective, diverse, affordable and innovative local and regional transportation options with appropriate land uses and more mobility choices, balancing both the present needs of our community and the need to adapt to changing modes of transportation that provide choices to the whole population, including Scottsdale residents, those who commute into and out of Scottsdale and those who visit the city;
- Maintains or improves very high standards of appearance, public amenities, safety, service, wellness, education and human capital;
- While supporting and maintaining the unique qualities, characteristics, and identity that make Scottsdale special, anticipates, proactively manages, and embraces change that is consistent with our values, contributes positively to the future that the citizens of Scottsdale envision, and positions Scottsdale to meld the benefits of its historic past with its present realities and future needs, including embracing a range of quality housing options and evolving economic, employment and educational opportunities;
- Celebrates and respects our past through the preservation of our multicultural and Southwestern heritage, and preservation of historically and archeologically significant sites, buildings and

### ATTACHMENT 3—Visioning Scottsdale Town Hall Report

- 104 neighborhoods, while continuing to prepare and plan for our future;
- 105 • Encourages appropriate land use, quality redevelopment, transitions between communities  
106 compatible with surrounding neighborhoods, and the development of communities that are vibrant  
107 and attractive for various ages and income levels;
- 108 • Supports community cohesiveness and creates a welcoming environment by respecting the human  
109 dignity of all, recognizing and embracing cultural and economic diversity throughout the City of  
110 Scottsdale and the region;
- 111 • Promotes and enhances a diverse and balanced economy that is sustainable, creative, innovative,  
112 supportive of entrepreneurs and local business owners and integrated with educational institutions and  
113 that strengthens arts and cultural industries as a key element in the growth of Scottsdale's economy;
- 114 • Encourages safe and active living, and the redevelopment, planning and design of new  
115 environments, which respond to Scottsdale's best features and support the variety of social and  
116 economic needs and values of residents and visitors;
- 117 • Takes an engaged visionary leadership role in the development of regional resources for education,  
118 transportation, public safety, healthcare, disaster preparedness, and employment to ensure that these are  
119 available to residents and visitors to Scottsdale in ways consistent with community values;
- 120 • Promotes and nurtures regional, tribal, national and global collaboration, cooperation and partnerships  
121 that enhance education, research, the economy and the environment, specifically to include neighboring  
122 Indian communities;
- 123 • Promotes excellent, diverse and innovative life-long educational opportunities;
- 124 • Actively embraces community involvement, and makes citizens true partners in the decisions that affect  
125 their neighborhood and the city as a whole. We will celebrate, support, respect and nurture civic  
126 engagement, community service and volunteerism;
- 127 • Showcases and expands Scottsdale's wonderful system of libraries, parks and recreation programs  
128 and does even more to make them available to all citizens;
- 129

### ATTACHMENT 3—Visioning Scottsdale Town Hall Report

#### **A Vision for the Future**

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which leverages its rich Southwestern history, where the past is celebrated, while managing our future based on preserving those values. We will be an active, globally interconnected, and multi-generational city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a culture of wellness is promoted; where people are committed to and respect each other; and where growth is managed responsibly and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a unique international reputation for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.

We will be a city where citizens are esteemed active primary stakeholders in their city government.

We will preserve, protect and enhance neighborhoods, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its internationally recognized brand reflected in its physical appearance; desert vistas; amenities; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is economically prosperous, an honest place to do business and that allows a multitude of opportunities for all citizens.

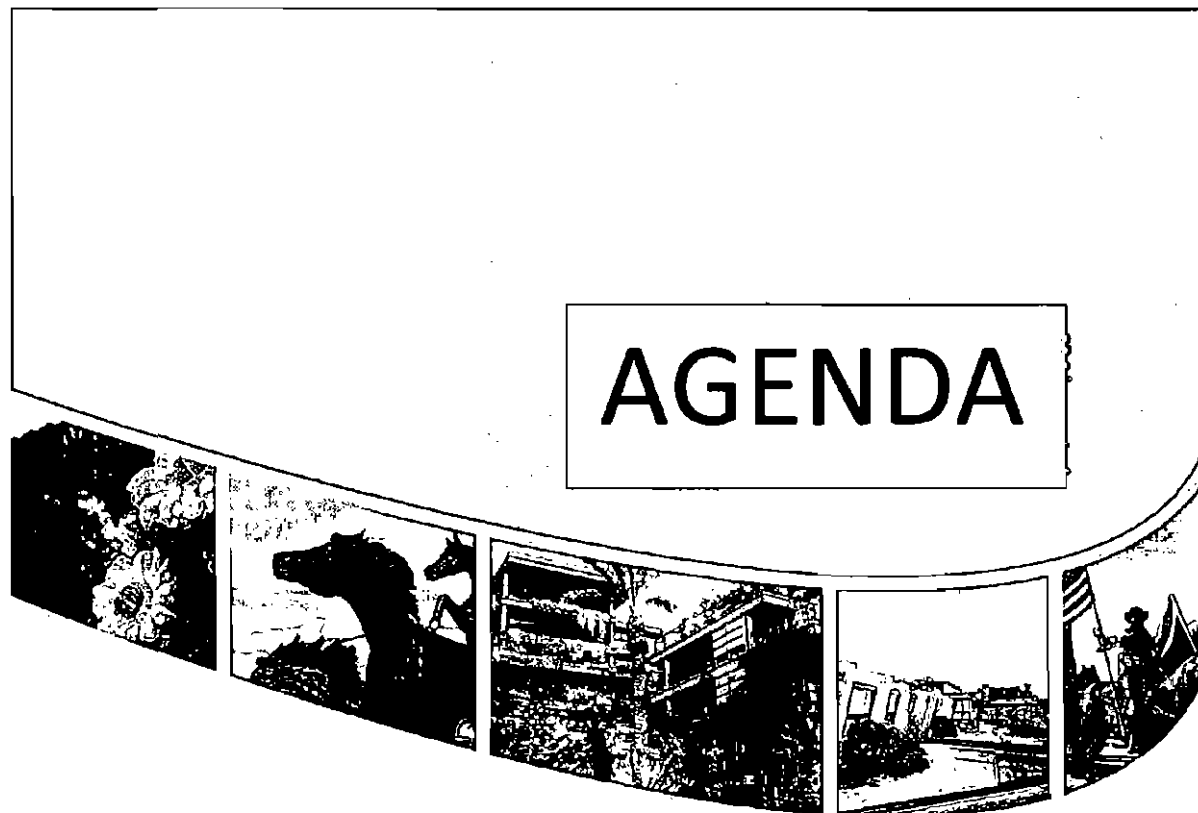
We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage technology and innovation to fuel the local community and benefit the global economy.

We will have a thriving, well-educated workforce; strong, safe neighborhoods; and a wide range of innovative, efficient and effective mobility options that connect to citywide and regional networks.

We will be a city that promotes meaningful open spaces with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

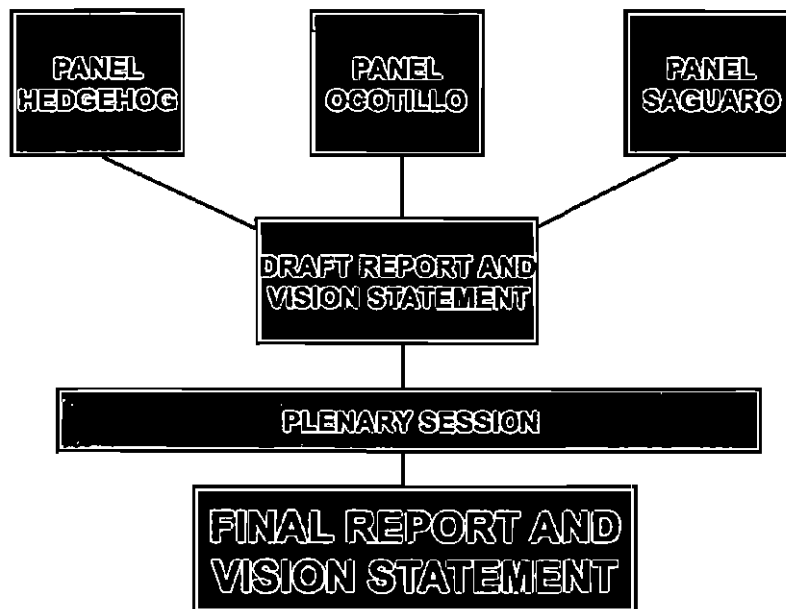
We will be one of the finest cities in which to live and a place where the Southwest and the 21<sup>st</sup> Century join hands.

**Visioning Scottsdale Town Hall  
February 6, 7 and 11, 2013  
Scottsdale, Arizona  
Monterra**



## The Visioning Scottsdale Town Hall Process

From the Group Statement to the Final Report





# OVERVIEW OF THE ARIZONA TOWN HALL PROCESS

**Arizona Town Hall** is a private nonprofit corporation founded in 1962 for the purpose of educating, engaging and empowering Arizonans to better solve critical policy issues. Much of the success of the Arizona Town Halls lies in the fact that the process incorporates the knowledge, thoughts and ideas of all the participants.

## **Panel Discussions**

The Town Hall begins with panel discussions. Each panel addresses the same discussion outline during the first portion of the Town Hall. The process and guiding principles for the panel discussions are as follows:

- The Panel Chair reads one question at a time and discussion follows.
- It is important to stick to the question at hand.
- The panel strives for consensus (votes are taken only if absolutely necessary).
- Consensus is reached when no one wants to add anything, and no one objects strongly to the wording offered.
- The recorder's role is to keep the panel on time, capture the consensus comments, read back consensus statements to the panel and make edits with participants.
- The viewpoints of all participants are considered equally valuable, regardless of title or position.
- Discussions are encouraged to be robust while maintaining a respect for different viewpoints. Participants are allowed to criticize concepts—not people.
- Minority viewpoints must be very strong to find their way into the final document (at least 1/3 of the total group).
- Media will be present at the Town Hall and may be in attendance during panel discussions. You should assume that your comments may be quoted at any time.
- Observers may attend the sessions but cannot participate or contribute to discussions.
- The process is as valuable as the recommendations.

## **Creation of the Draft Recommendations Report**

Once complete, the consensus statements are taken from each panel to the Report Chair. The Report Chair reviews the statements from all three panels and looks for consensus across all of the groups. With assistance from the Panel Recorders, the Report Chair creates a draft report of what appears to be the consensus of the Town Hall participants.

The draft report is distributed before the plenary session, which takes place on Monday, February 11. Panels meet prior to the start of the plenary session to review the draft and outline any areas the panel wants to address at the plenary session.

## **The Plenary Session**

At the plenary session, all participants work as a full body to approve, amend or reject each section of the report of recommendations.

# AGENDA

## **WEDNESDAY, FEBRUARY 6**

7:30 a.m. – 8:00 a.m.

Registration

8:00 a.m. – 9:15 a.m.

Breakfast and Opening Program – Skyline room

Welcome by Mayor **Jim Lane**

Opening Comments & Overview: **Tara Jackson**, President, Arizona Town Hall; **Alberto Olivas**, Director, Center for Civic Participation, Maricopa Community Colleges; **Jim Condo**, Attorney, Partner, Snell & Wilmer, L.L.P.; **Scott Rhodes**, Managing Attorney, Jennings, Strouss & Salmon, PLC; **Mike Widener**, Attorney Of Counsel, Bonnett, Fairbourn, Friedman & Balint; and Youth Town Hall Representatives **Zachary Reinstein** from Pinnacle High School and **Ayanna Siders** from Arcadia High School

9:30 a.m. – 12:00 p.m.

Panel Discussions  
(coffee break and snacks mid-morning)

**Panel Hedgehog** – Skyline  
Alberto Olivas, *Chair*  
Will Voit, *Recorder*

**Panel Ocotillo** – Phoenician  
Jim Condo, *Chair*  
Jennifer Frownfelter, *Recorder*

**Panel Sagüaro** – Silverado  
Mike Widener, *Chair*  
Scott Rhodes, *Recorder*

## **THURSDAY, FEBRUARY 7**

7:30 a.m. – 8:00 a.m.

Continental Breakfast

8:15 a.m. – 12:15 p.m.

Panel Discussions  
(coffee break and snacks mid-morning)

12:30 p.m. – 1:30 p.m.

Buffet Luncheon

**MONDAY, FEBRUARY 11**

7:30 a.m. – 8:30 a.m.

Individual panel caucuses  
(Continental Breakfast)

**Panel Hedgehog** – Skyline

**Panel Ocotillo** – Phoenician

**Panel Saguaro** – Silverado

8:45 a.m. – 12:15 p.m.

Plenary Session – All Participants

*Presiding:* **Ron Walker**, Board Chair, Arizona  
Town Hall

Adoption of Recommendations

12:30 p.m. – 1:30 p.m.

Lunch

ADJOURNMENT

# BIOGRAPHIES: TOWN HALL FACILITATORS

## **Jim Condo (Chair, Panel Ocotillo)**

Jim is an Attorney and Partner at Snell & Wilmer L.L.P., where he has a national and regional trial practice concentrated in complex commercial, professional liability defense and product liability litigation. He serves as co-chair of Snell & Wilmer's Commercial Litigation Practice Group and also holds the position of Primary Loss Prevention Partner with responsibility for counseling the firm's lawyers in professional liability matters.

Jim has been associated as a volunteer with the Arizona Town Hall for more than 25 years, including having served as Chairman of the Board in 2007-2009. He also has been selected as a Fellow, Litigation Counsel of America (2012), as well as being included in various rankings of outstanding attorneys in business litigation.

## **Jennifer Frownfelter (Recorder, Panel Ocotillo)**

Jennifer is the Vice President of URS Corporation in Phoenix. She attended the University of Colorado (B.S.-Biology, Environmental Conservation), and Duke University (M.P.P.-Public Policy; M.E.M-Environmental Management).

She is currently a member of Arizona Association of Environmental Professionals and Valley Forward Energy Committee. She is a past volunteer at the National Park Service, and Desert Botanical Garden in Phoenix.

## **Tara Jackson (President, Arizona Town Hall)**

Tara has served as President of the Arizona Town Hall since July of 2006 and recently completed a term as Chair of Project Civil Discourse.

Prior to joining the staff of Arizona Town Hall, Ms. Jackson practiced law in the area of employment and commercial litigation for sixteen years with the Phoenix firm Bonnett, Fairbourn, Friedman and Balint.

Tara has taught as an Adjunct Professor for ASU's Law School and has served in numerous positions for both state and federal bar associations. Arizona's federal judges appointed her to serve as a Lawyer Representative for the Ninth Circuit and, in 2005, selected her to co-chair Arizona's delegation. She also has served on the Merit Selection Panels for the appointment and reappointment of United States Magistrate Judges and several Advisory Boards for ASU.

Tara has been a "Big Sister" for Valley Big Brothers/Big Sisters and a mentor and family sponsor for Homeward Bound. She has assumed various leadership roles for Soroptimist International of Phoenix, including President in 2002-2003. She and her husband have five teenage children.

## **BIOGRAPHIES: TOWN HALL FACILITATORS (Cont.)**

### **Alberto Olivas (Chair, Panel Hedgehog)**

Alberto is the Director of the Maricopa Community Colleges Center for Civic Participation. Originally from Sierra Vista, he has degrees from Arizona State University (B.A. Anthropology) and Northern Arizona University (M.Ed.)

He is currently Chair of the board of directors for Kids Voting Arizona, and also serves on the boards of directors for Arizona Town Hall, Valley Leadership and the Mesa Association of Hispanic Citizens. He is a graduate of the inaugural class of the Flinn-Brown Arizona Civic Leadership Academy, and of the Valley Leadership, Tempe Leadership and Mesa Leadership programs. He is a past Vice President of the Arizona Hispanic Chamber of Commerce, and previously served as Director of the Governor's Office of Equal Opportunity, as Voter Outreach Director for Secretary of State Betsey Bayless, was appointed to the Arizona Commission of Indian Affairs, and participated in the U.S. delegation to Moscow for the 2008 Dartmouth Conference.

### **Michael Minnaugh (Report Chair)**

Michael is an experienced trial attorney with Righi Law Group. His practice focuses on commercial litigation and construction law. He has represented owners, developers, general contractors, subcontractors, material suppliers, sureties and design professionals. He is a frequent speaker and author on a wide range of construction issues. He serves as an executive board member of the Arizona State Bar Construction Law Section. He is also a member of the Arizona Registrar of Contractors Industry Advisory Council and Construction Financial Management Association. He is involved with the Juvenile Diabetes Research Foundation and the Boys and Girls Club. He has been a Recorder for Arizona Town Hall. He earned his undergraduate degree from Georgetown University in 1999 and his J.D. from The Catholic University of America in 2002.

### **Scott Rhodes (Recorder, Panel Saguaro)**

Scott is Managing Attorney of Jennings, Strouss & Salmon, P.L.C. A substantial part of his practice focuses on representing lawyers in lawyer discipline proceedings and counseling lawyers and law firms on issues related to legal ethics and the law of lawyering. The Best Lawyers in America® named Scott as the 2011 Administrative Lawyer of the Year in Phoenix. He also has been selected for inclusion in 2011-2012 Southwest Super Lawyers in the categories of Professional Liability, Defense, Government/Cities Municipalities, and Utilities Law. In 2011, the Arizona Supreme Court appointed Scott to serve on its Attorney Regulation Advisory Committee, which makes recommendations regarding attorney examination, admissions, reinstatement, disability and the lawyer discipline process. Scott was the co-recipient of the State Bar of Arizona's 2010 Member of the Year Award. He was Chair of the Ethics Committee of the State Bar of Arizona from 2009-2011, and was a member of the Arizona Supreme Court Attorney Discipline Task Force from 2009-2010.

Scott is the Board Chair Elect for Arizona Town Hall.

## **BIOGRAPHIES: TOWN HALL FACILITATORS (Cont.)**

### **Will Volt (Recorder, Panel Hedgehog)**

Will is an associate attorney in Lewis and Roca's Litigation Practice Group. He assists clients in a broad range of litigation matters, with specific expertise in product liability and insurance defense, class actions, and appeals of all kinds.

He also has substantial experience representing clients in Arizona's state and federal trial courts. Among his successful representations, Will has helped to obtain the denial of class certification and the substantial dismissal of a consumer fraud and racketeering lawsuit against a nationwide franchisor. He obtained complete dismissal of a multi-state class action against a national construction company and its regional subsidiaries. He also served on the trial team defending a major tire manufacturer in a month-long product liability trial, which resulted in a complete defense verdict.

While in law school, Will was Executive Editor of the Alaska Law Review and winner of Duke's Dean's Cup moot court tournament. He has volunteered many times for the Arizona Town Hall, most recently as its Report Chair, and he currently serves on its Education and Training Committee.

### **Ron Walker (Plenary Chair)**

Ron has recently retired from the position of Mohave County Manager, a position he held since 2001. Born in Greenville, Texas, he attended National University (MBA), the University of Southern California (MS) and Texas A&M (BS). He is a retired Captain in the U.S. Navy where he spent 26 years and retired in 1994.

Ron is the Board Chair for Arizona Town Hall.

### **Mike Widener (Chair, Panel Saguaro)**

Mike is an attorney with the law firm of Bonnett, Fairbourn, Friedman & Balint P.C. He has been Of Counsel to the firm since May 2008, after being a shareholder and director of the firm. He entered private law practice in 1983, where he has practiced in the areas of real property, land use, and administrative and governmental relations law.

Mike received his J.D. from the University of Arizona, M.S. from the University of Illinois, and B.A. from the University of Virginia. He is an adjunct law professor at the Phoenix Law School.

His community engagements include being a Director of the Maricopa County Justice Museum and Learning Center, the past President of the Saint Mary's High School Scholarship and Benefit Fund, past President of the Board of Trustees of the Orangewood Presbyterian Church of Phoenix, a past member of the steering committee of the University of Virginia Club of Phoenix, and past Chair of the Catania, Italy, Committee of the Phoenix Sister Cities (and a former Director of the Sister Cities' Board). Mike presently volunteers as a zoning adjustment hearing officer for the City of Phoenix. He has lived since 1972 in Flagstaff, Prescott, Tucson and, primarily, Phoenix.

# VISIONING SCOTTSDALE TOWN HALL PARTICIPANTS

LAST	FIRST	TITLE
Alford	Dave	President Parada Del Sol
Alisopp	Phil	CEO, Transpolis Global
Anderton	Wendy	Operations Director, Kyle Moyer & Company
Andrews	Andy	Executive Director, DC Ranch Association
Badenoch	Patty	Ret. Artist
Bailey	Ace	Owner Ultimate Art & Cultural Tours; Concierge Hotel Valley Ho
Bankofler	Todd	Partner, Fairmont Capital Group
Barnes	Kathe	PCAM, Executive Director, Scottsdale Ranch Community Association
Baron	Joan	Owner, Baron Studio
Blommel	Denise	Attorney, Denise Blommel, PLLC
Brown	Denny	VP Scotts Unified School District Governing Board
Burstein	Karen	Researcher & Business Owner
Camp	Bill	Ret. CEO, Banner Research
Cantor	Nancy	Ret. News Editor/Writer
Cappel	Robert	Ret. Director Worldwide Health Safety & Environmental, Eastman Kodak
Cartier	Dawn	Transportation Engineer, CivTech Inc.
Cavanaugh	Michael	VP Quality Tri-West Health Care
Chippindall	Andrew	General Manager, Hotel Valley Ho
Cisar	Alan	Ret. Senior Account Executive, Brinks Armored Car Service
Coe	Laurie	Realtor, Homesmart
Corbett	Larry	Presbyterian Minister
Day	Roger	Sales, Phoenix Motor Company/Mercedes Benz of Scottsdale
Dorsett	Lynn	Ret. Project Manager, Technical Sales, IBM
Drake	Betty	Planning & Urban Design Consultant; Drake & Associates
Edelman	Mark	Manager, AZ State Land Dept; Planning & Engineering Services
Falduto	Laura	Psychologist, Owner, Center for Well Being
Fenton	Martha (Marti)	Homemaker
Flanagan	Kerry	IT Director, DHL
Foote	Janet	Assistant Professor, University of Arizona
Freshman	Floris	Realtor, Artist, Singer
Fudala	Joan	Owner, Joan Fudala Scottsdale Historic Consulting
Gaines	Elie	Owner, All Schools Considered; School Search Consultant
Galli	Joe	Executive Director, North Scottsdale Chamber
Gillenwater	Troy	Realtor, Russ Lyon Sotheby's International Realty
Golston	Syd	Education Administrator, Phoenix Union HS District
Gulick	Melinda	VP Marketing, DMB Associates
Haedicke	John	Owner, Arena Consulting Group
Hall	Melvin	Professor at Northern Arizona University
Hameed	Azim	Lawyer, Sherman & Howard, LLC

<b>LAST</b>	<b>FIRST</b>	<b>TITLE</b>
Harden	Mary A.	Ret. Registered Nurse
Hardin	Donna	Administrative Assistant, Fender Musical Instruments
Hecker	Doug	Consultant/Mentor, 2 Excel Now, LLC
Heitel	James	Real Estate Management, Estates Property Development, Ltd.
Hink	John	Attorney, Lewis and Roca, LLP
Howard	Bill	Former Sr VP Motorola; Sandia; Xilinx, Professor
Jasa	Paul	Engineer
Joyner	Michal Ann	Private Mortgage Banker, Wells Fargo Home Mortgage
Kelly	Mike	Ret. Lt Col USMC
Kidder	Rick	President & CEO, Scottsdale Area Chamber
Kirtley	Sonnie	Ret. Real Estate Broker
Larson	Jane	Business Writer/Editor
LaSpisa	Sabrina	Project Manager/Environmental Scientist, Conestoga-Rovers & Associates
Ma	Nang	Registered Architect, Phx Architecture
McLendon	Marna	Attorney, Prosecutor, AZ Attorney General
Michaelson	Brad	Owner, Runway 21 Studios, Inc.
Miller	Michael	President, Miller & Associates Environmental Brokers, Inc.
Moll	Connie	Veterinarian, Midland Animal Clinic
Montiel	Isabel	Yavapai Elementary School
Moulton	James	Director of Program Management
Myers	Howard	Ret. Electrical Engineer, Sensor Technologies & Systems
Nau	Jude	Owner, Sundial Hotel
Nelson	Scott	Owner, Fashion Square
O'Hearn	Ned	Commercial Real Estate Broker, Boulders Realty Advisors
Pabis	Michelle	Government Relations Director, Scottsdale Healthcare
Paetzer	Suzanne	Executive Coach, Lee Heckt Harrison
Parnian	Lella	Vice President, Parnian Furniture
Phillips	Joanne "Copper"	Owner, Educational Consultant, Education Cadre, LLC
Randolph	Paula	Manager, Sonoran Institute
Rau	Jane (Hattie)	Ret., Master Steward & Trail Builder for MSC
Reynolds	Joey	Flight Attendant Southwest Airlines
Rice	JoAnn	Ret. Business Owner
Richman	Marvin	Ret. President, Olympia & York Developments Corp.
Riggins	April	Arizona Design Consultant, Construction Solutions
Rodgers	Laraine	Ret., Former CIO, Xerox, City of Phoenix, Avon Products, Inc.
Rogers	Bob	Ret. Public Policy Council, Siemens Corporation
Russell	Dan	Ret. Executive VP, Wells Fargo Home Mortgage
Schaffner	Chris	Account Executive, FORBO
Schweikert	Bill	President, General Modular Industries
Semenchuk	Dan	Founder, Creative Connect
Sisley	Sue	Physician; Asst Professor, University of Arizona College of Medicine
Smith	Randall	Ret. Sr. VP, Universal Technical Institute, Inc.
Sonnier	Leslie	Sales, Financial Protection, Family Heritage



Springborn	Wendy	Engineering Services Manager, City of Tempe
<b>LAST</b>	<b>FIRST</b>	<b>TITLE</b>
Stratton	Tim	Lawyer, Gust & Rosenfeld, PLC
Strohan	James	Ret. President, For Your Benefit, Inc.
Sydnor	Douglas	Architect, Douglas Sydnor Architect and Associates, Inc.
Trujillo	Guy	Investment Advisor, Financial Directions, LLC
Unger	Frederick	Real Estate Developer, Spring Creek Development
Walters	Sabrina	Owner, Broker, Realtor, SLW Realty Group
Washington	John	Automotive Design, Reaction Research, Inc.
West	Sam	Architecture & Planning, SJW III, Architect, Ltd.
White	Tim	Leader, Project Management-Americas, Honeywell Building Solutions
Whitehead	Linda	Ret. The Travelers and Citigroup
Winter	Aron	VP Sales & Marketing, Pro-Tech Products
Wisda	James	Ret. Senior Vice President, Pardee Homes
Young	Coreen	Ret. consultant; community education and public information
Zapernick	Lois	Real Estate; Russ Lyon Sotheby's International Realty

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# PANEL ASSIGNMENTS

## VISIONING SCOTTSDALE TOWN HALL

### PANEL HEDGEHOG

**Alberto Olivas, *Chair***  
**Will Volt, *Recorder***

Dave Alford  
 Phil Alisopp  
 Patty Badenoeh  
 Ace Bailey  
 Denise Blommel  
 Nancy Cantor  
 Alan Cisar  
 Laurie Coe  
 Roger Day  
 Laura Falduto  
 Elie Gaines  
 Melinda Gulick  
 John Haedicke  
 Melvin Hall  
 Mary Harden  
 James Heitel  
 Bill Howard  
 Paul Jaso  
 Mike Kelly  
 Jane Larson  
 Sabrina LaSpisa  
 Michael Miller  
 Ned O'Hearn  
 Suzanne Paetzer  
 Hattie Rau  
 Joey Reynolds  
 Bob Rogers  
 Dan Russell  
 Sue Sisley  
 Leslie Sonnier  
 Tim Stratton  
 Fred Unger  
 Sam West

### PANEL OCOTILLO

**Jim Condo, *Chair***  
**Jennifer Frownfelter, *Recorder***

Wendy Anderton  
 Todd Bankofier  
 Kathe Barnes  
 Joan Baron  
 Karen Burstein  
 Dawn Cartier  
 Larry Corbett  
 Mark Edelman  
 Kerry Flanagan  
 Joan Fudala  
 Joe Galli  
 Troy Gillenwater  
 Azim Hameed  
 Donna Hardin  
 Michal Ann Joyner  
 Nang Ma  
 Brad Michaelson  
 Connie Moll  
 James Moulton  
 Howard Myers  
 Jude Nau  
 Scott Nelson  
 Leila Parnian  
 Copper Phillips  
 April Riggins  
 Bill Schweikert  
 Randall Smith  
 Wendy Springborn  
 Doug Sydnor  
 John Washington  
 Aron Winter  
 Coreen Young

### PANEL SAGUARO

**Mike Widener, *Chair***  
**Scott Rhodes, *Recorder***

Andy Andrews  
 Denny Brown  
 Bill Camp  
 Robert Cappel  
 Michael Cavanaugh  
 Andrew Chippindall  
 Lynn Dorsett  
 Betty Drake  
 Marti Fenton  
 Janet Foote  
 Floris Freshman  
 Syd Golston  
 Doug Hecker  
 John Hink  
 Rick Kidder  
 Sonnie Kirtley  
 Marna McLendon  
 Isabel Montiel  
 Michelle Pabis  
 Paula Randolph  
 JoAnn Rice  
 Marvin Richman  
 Laraine Rodgers  
 Chris Schaffner  
 Dan Semenchuk  
 James Strohan  
 Guy Trujillo  
 Sebrina Walters  
 Tim White  
 Linda Whitehead  
 James Wisda  
 Lois Zapernick

# DISCUSSION OUTLINE

## VISIONING SCOTTSDALE TOWN HALL

### **SESSION I - WEDNESDAY MORNING – FEBRUARY 6**

#### **SETTING THE STAGE AND COMMUNITY VALUES**

1. What are the best features of Scottsdale? How can Scottsdale capitalize on its best features while meeting the needs of the future?
2. For the next set of questions, consider the 2001 General Plan Community Values (page 11 of the Visioning Workbook) and the community that you envision for Scottsdale in 2040. *(Discussion of this question will be continued during Session II.)*

What community values, if any, should be retained in the 2014 General Plan with no changes?

What community values, if any, should be completely eliminated in the 2014 General Plan?

What community values, if any, should be retained in a modified form? If a community value should be retained in a modified form, how should it be modified?

What community values, if any should be added to the 2014 General Plan?

**\*\* Consider results of Future Leaders Town Hall.**

### **SESSION II –THURSDAY MORNING – FEBRUARY 7**

#### **COMMUNITY VALUES AND ESTABLISHING A VISION FOR THE FUTURE**

1. *(Continue discussion of question 2 from Session I).*
2. What should the General Plan Vision Statement be for the 2014 General Plan?

# SUMMARY OF FUTURE LEADERS' TOWN HALL RECOMMENDATIONS

## Scottsdale's Best Features

Scottsdale's best features are its beautiful natural environment and its arts and cultural amenities. The charm of old town, the uniqueness of its southwestern heritage, the trolley system, well-maintained parks, art events and diverse businesses have "something for everyone" which appeals to residents and tourists alike. The sense of community, safe neighborhoods and quality roads add to its appeal.

## Community Values

(The summary below is a redlined version of recommended changes to the existing Community Values.)

In the year 2025, Scottsdale will be a community that:

- Demonstrates its commitment to **IMPROVING** environmental, economic, and social sustainability ~~and measures~~ **THROUGH EXPANDED RECYCLING PROGRAMS, SUPPORT FOR ALTERNATIVE ENERGY AND REDUCTION OF FOSSIL FUEL USE. IT WILL ALSO MEASURE** both the short and long-term impacts of our decisions;
- Creates, revitalizes, and preserves neighborhoods that have long-term viability, unique attributes and character, livability, **SAFETY**, connectivity to other neighborhoods in the community, and that fit together to form an exceptional citywide quality of life (i.e. the whole is greater than the sum of its parts);
- Facilitates human connection by anticipating and locating facilities and infrastructure that enable human communication and interaction **AND REDUCE ISOLATION; PROVIDING AMPLE OPPORTUNITIES FOR YOUTH; INCREASING COMMUNITY SERVICE AND CIVIC ENGAGEMENT**; and by promoting policies that have a clear human orientation, value and benefit;
- Respects the environmental character of the city with preservation of desert and mountain lands, and innovative ways of protecting natural resources, clean air, water resources, natural habitat and wildlife migration routes, archaeological resources, vistas, and view and scenic corridors;
- Builds on its cultural heritage, promotes historical and archaeological preservation areas, and identifies and promotes the arts and tourism in a way that recognizes the unique desert environment in which we live;
- Coordinates **AND PUBLICIZES** transportation options with appropriate land uses to enable a decreased reliance on the automobile, ~~and~~ more mobility choices, **AND MORE ACCESSIBLE AND VARIED PUBLIC TRANSPORTATION OPTIONS**;
- Maintains or improves its high standards of appearance, aesthetics, public amenities, and levels of service;
- Recognizes and embraces change: from being predominantly undeveloped to mostly built out, from a young town to a maturing city, from a bedroom community to a net importer of

employees, and from a focus on a single economic engine to a diverse, balanced economy **WITH AN EMPHASIS ON SUPPORTING SMALL, LOCALLY OWNED BUSINESSES;**

- Simultaneously acknowledges our past (preservation of historically significant sites, ~~and~~ buildings **AND NEIGHBORHOODS, AND OUR WESTERN HERITAGE WILL BE IMPORTANT**), and prepares for our **FUTURE BY EMPHASIZING THE USE OF OLDER STRUCTURES FOR FUTURE NEEDS AND SUPPORTING LOCAL CULTURAL ACTIVITIES;**
- Promotes growth that serves community needs, quality of life and community character;
- Recognizes and embraces the diversity of the community by creating an environment that respects **COMMUNITY COHESIVENESS** and the human dignity of all without regard to race, religion, national origin, age, gender, sexual orientation, or physical attributes.
- **PROMOTES EXCELLENT, DIVERSE AND INNOVATIVE EDUCATIONAL OPPORTUNITIES.**



The logo for the Scottsdale General Plan 2014. It features the letters 'SGP' in a stylized, overlapping font. The 'S' and 'G' are green, and the 'P' is red. Below 'SGP' is the year '2014' in a large, white, sans-serif font. The entire logo is set against a green background.

# SCOTTSDALE GENERAL PLAN

*your plan, your future*



One East Camelback, Suite 530, Phoenix, Arizona 85012  
Phone 602-252-9600 Fax: 602-252-6189  
Website: [www.aztownhall.org](http://www.aztownhall.org)

**Open House Statement 2-21-13**

The vision for Scottsdale didn't begin or end with this visioning process, and addressing the difficult issue of how Scottsdale will change in the future is essential to creating an effective vision for the future. It is important to have a vision statement to avoid being prisoners of the present. In creating that statement, we should take the opportunity to acknowledge and embrace meaningful and valuable change while recognizing that we should not change merely for change's sake.

In terms of changes to be made to the statement, the statements should be edited to be more concise, and it should also eliminate redundancies and vagueness. Making the document more specific is essential. The community values should be prioritized and edited to be more defined and to address potential dichotomies of interest in the statements. The values articulated should act as a filter that allows us to direct the future of our City. It is important not only to articulate our values, but to put a meaning to them, always keeping a focus on the public's input to ensure that the people have a direct impact on the decisions that will affect them.

**NOTES:**

Dichotomy of interest

Changing heights/gradual infill

No draconian regulations

Change for the sake of change is not good

Change is an important theme --

What is your response?

What changes should be considered?

More directed to proper function of a city?

Consider a plan with minimum legislatively mandated changes? Process should be different

Should not delegate changes to the preserve to council,; created by the people and control of it should stay with the people

McDowell Sonoran Preserve – being pushed in with green belt and infrastructure development



## Visioning Scottsdale Town Hall

### Results

Open House

### COMMENT FORM

Please return comments to a city staff person today or return to:

Mary Vandevord, Senior Planner, by April 5, 2013

Email: [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov), FAX: 480-312-7314 or

Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251



PLEASE PRINT NAME

GUY TRUJILLO

ADDRESS

6135 E. Verde Ave

DAYTIME PHONE

480-423-9907

E-MAIL

Guy920@cox.net

COMMENTS

1) There is still some redundancy of topics. Can be reduced to  
2) There seems to be a reluctance to include entities <sup>two</sup> pages.

such as ~~local business~~, Institution of Higher Education  
such as SCOTTSDALE. Also entities such as

Phoenix Zoo, Botanical Gardens, Spring, baseball  
Hardy Banning & local Casinos.

3) Also seems to be ~~be~~ leaning towards North Scottsdale  
eg. Hiking on Verde Cl. →

4) Feeling of a "Push to Complete"

eg. time allocated for discussion

How was this info. communicated to general  
community?





## Visioning Scottsdale Town Hall

### Results

Open House

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Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251



PLEASE PRINT NAME Gerald R. Miller

ADDRESS 9670 E. Corrine Dr., Scottsdale, AZ 85260

DAYTIME PHONE 480-451-9389 E-MAIL grmmjrm@cox.net

COMMENTS ① Remove Planning Commission from decision process.

Use diverse citizen panel to review "recommended"  
final version. Planning Commission should not  
make changes in citizen driven plan

② Make language very precise so that meaning  
is unambiguous; - makes major changes clear  
to citizens and City Council

③ Clarify citizen participation in next steps.



## Visioning Scottsdale Town Hall

### Results

Open House

### COMMENT FORM

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Email: [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov), FAX: 480-312-7314 or

Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251



PLEASE PRINT NAME Robert Cappel

ADDRESS 33600 N. 79th Way 85266

DAYTIME PHONE 480-595-1805 E-MAIL R-CAPPEL1@msn.com

COMMENTS Overall, the process was a good start on the values  
and vision. I think the next steps should start with  
suggestions to improve what we have now. For example,  
adding some specifics to the vision ~~which~~ would help  
residents have a clearer idea of what their city  
will look like in the next 10, 20, 30 + 40 years.  
One specific could be "The city will complete over the  
next 10 years all of the land acquisition for the McDowell  
Mountain Preserve and complete all trail heads, trail systems  
+ parking in the preserve."



## Visioning Scottsdale Town Hall

### Results

Open House

### COMMENT FORM

Please return comments to a city staff person today or return to:

Mary Vandevord, Senior Planner, by April 5, 2013

Email: [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov), FAX: 480-312-7314 or

Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251



PLEASE PRINT NAME

MICHAEL MAYER

ADDRESS

11157 E GREENWAY

DAYTIME PHONE

4803681595

E-MAIL

mccatang@cox.net

COMMENTS

As the #1 Dominant Theme of Current General Plan the McDowell Sonoran Preserve should remain separate from other parks. Statements which diminish such a unique, fragile and costly (\$1.4B) preserve comparing it to the Indian Bend Wash are wrong. Infrastructure should not be mentioned in ~~the~~ reference to the preserve. And the plan should assure Scottsdale voters will always have final say on the DD Cor or other major (ie non-trailhead) projects in the preserve borders.



## Visioning Scottsdale Town Hall

### Results

Open House

### COMMENT FORM

Please return comments to a city staff person today or return to:

Mary Vandevord, Senior Planner, by April 5, 2013

Email: [generalplan@scottsdaleaz.gov](mailto:generalplan@scottsdaleaz.gov), FAX: 480-312-7314 or

Mail: 7506 E. Indian School Road, Scottsdale, AZ 85251



PLEASE PRINT NAME

JAY LEWIS

ADDRESS

12058 N 92ND PL 85260

DAYTIME PHONE

602 501 2634

E-MAIL

JayLewis@ztd.com

COMMENTS

OVERALL AN EXCELLENT START!

NEXT NEED TO PRIORITIZE

AND ADD METRICS.

FOR EXAMPLE WILL SCOTTSDALE IN 2045

HAVE MORE PEOPLE? WHAT WAS THE

GROWTH RATE? HOW MANY WILL USE

THE GREEN BELT?

HOW WILL CHILDREN SAT SCORES

COMPARE?

EACH VISION SHOULD HAVE A RELEVANT

METRIC.



# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>Corrine</i> Philip + ABANDINO		Business Name Mehmet Kaya	
Address & Zip 18513 E Camelback Ave	Phone 480 237-1763	E-mail CO2A@cox.net	
Name John & Nancy M. Croory		Business Name	
Address & Zip 10017 N 96th Way	Phone 480-656-9334	E-mail jmcroory@cox.net	
Name Bill Howard		Business Name	
Address & Zip 10642 E. San Salvador	Phone 480-391-0037	E-mail BHoward@nas.edu	
Name Chris Schaffner		Business Name	
Address & Zip 7346 E. Sunnyside 85260	Phone 602 751-4251	E-mail chrisschaffner@gmail.com	
Name MICHAEL MAYER		Business Name	
Address & Zip 1157 E GREENWAY ROAD	Phone 480 368 1595	E-mail micebarg@cox.net	
Name ERIC LARSON		Business Name	
Address & Zip 8420 E. QUARTERHORSE TR 85258	Phone 602 499-1316	E-mail ENLARSON1@Cox.NET	
Name ARTIN KNADJIAN		Business Name	
Address & Zip 9749 E DREYFUS AVE / 85260	Phone 480-620-2042	E-mail art@aakail.com	

Please note that the city of Scottsdale receives requests from citizens to review comment cards and sign-in sheets and the city is obligated to release any information on the cards/sheets that is considered a public record.



# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>ACS Bailey</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>Chris Brown</i>		Business Name	
Address & Zip <i>9218 E Wood</i>	Phone <i>602 791 0877</i>	E-mail <i>toplangbrown@gmail.com</i>	
Name <i>Kathe Barnes</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>Mitzi Wilson</i>		Business Name	
Address & Zip	Phone	E-mail <i>olm.wilson@yahoo.com</i>	
Name <i>Jane Larson</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>Judith Smith</i>		Business Name	
Address & Zip <i>10887 E SATTWATER DR SCOTT</i>	Phone <i>480 862 1842</i>	E-mail <i>JPS.Campbell</i>	
Name <i>Peggy Beltrone</i>		Business Name	
Address & Zip <i>7901 E Luke Ln</i>	Phone	E-mail <i>peggy.beltrone@gmail.com</i>	

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>EVELYN &amp; Norm TWEIT</i>		Business Name	
Address & Zip <i>8350 E. VIA DE RISA</i>	Phone <i>480-948-0047</i>	E-mail <i>entweit@cox.net</i>	
Name <i>Cathy Hattaway</i>		Business Name <i>Hattaway Creative</i>	
Address & Zip <i>7257 E Manzanita DR 85258</i>	Phone <i>480 922-3747</i>	E-mail <i>Cathy@hattawaycreative.com</i>	
Name <i>Beth Duckett</i>		Business Name <i>A2 Republic</i>	
Address & Zip <i>9070 E. Gary Road</i>	Phone <i>602-444-0876</i>	E-mail <i>Beth.Duckett@arizonarepublic.com</i>	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	
Name		Business Name	
Address & Zip	Phone	E-mail	

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name Hans Kopperholzen		Business Name VE CONSULTANTS	
Address & Zip 9037 W 82ND ST 85258		Phone 480.699.4352	E-mail VECONSULTANTS@GMAIL.COM
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>LOUISE LAMB</i>		Business Name	
Address & Zip <i>7608 E 4<sup>TH</sup> ST</i>		Phone <i>480-946-5658</i>	E-mail <i>Llamb40cox.net</i>
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail
Name		Business Name	
Address & Zip		Phone	E-mail

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name: MICHAEL S. KELLY		Business Name	
Address & Zip: 8573 N. 84th Way Scottsdale		Phone: 480-998-4975	E-mail
Name: Amy MacAulay		Business Name	
Address & Zip: 85251 8738 E. Highland Ave		Phone: 480 947 7399	E-mail: amacaulay@cox.net
Name: DOUG STANOR		Business Name: Douglas Sydnor Architect and Associates, Inc.	
Address & Zip: 85258 7468 E. WILLAMIN CT		Phone: 480.423.1800	E-mail: doug@daydnararchitect.com
Name: MIKE LEARY		Business Name: MICHAEL P. LEARY, LTD	
Address & Zip: 10278 E. HILLET DR		Phone: 480-991-1111	E-mail: mchadpleary@cox.net
Name: Guy Phillips		Business Name: Budget Mechanical	
Address & Zip: 7131 E Cholla St		Phone: 480-560-6124	E-mail: guyrphillips@gmail.com
Name: Jack & Bobbie Daley		Business Name	
Address & Zip: 85258 8717 E Via Jaz Sar Sutto		Phone: 480 980 8687	E-mail: BDaley2403@AOL.com
Name: Chris Deutsch & Jan Postish		Business Name	
Address & Zip: 8314 E. San Simon Dr.		Phone: 602-751-8822	E-mail: chris@CJ.com

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name	Lauren Allsopp	Business Name	U. of Oregon
Address & Zip	10933 E. Sabuaro Dr 85259	Phone	480 276 7714
		E-mail	wienallsepp@gmail.com
Name	PHILIP ALLSOPP	Business Name	
Address & Zip	10933 E. SABUARO DR 85259	Phone	480 276 7707
		E-mail	Pallsopp42@gmail.com
Name	Azim Hameed	Business Name	
Address & Zip	16409 E. Charter Oak Dr.	Phone	480-720-8106
		E-mail	azimhameed@cox.net
Name	Darrell Member	Business Name	
Address & Zip	7812 E. Vernon Ave 85257	Phone	923-460-2317
		E-mail	darrell.member@hotmail.com
Name	8629 E. CATERPILLAR 85257	Business Name	STUART INVESTMENTS
Address & Zip	MARK STUART	Phone	602 316 0989
		E-mail	markstuart1001@cox.net
Name	Marguerite Bauer	Business Name	Aeromanagement
Address & Zip	1360 W. 76th St	Phone	602 476 1947
		E-mail	mbengineering@cox.net
Name	PONNIE MOU	Business Name	
Address & Zip	11010 N 75th St. 85260	Phone	480 314 1209
		E-mail	molle@hotmail.com

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>Sonmi Little</i>		Business Name	
Address & Zip <i>on record</i>	Phone <i>602 717 3886</i>	E-mail <i>COESAZ@CORNELL -</i>	
Name <i>Dana Ecton</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>martha Ecton</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>NED O'HEARN</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>Eronda Copeland</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>Lisa Haarer</i>		Business Name	
Address & Zip	Phone	E-mail	
Name <i>JOAN FUDALA</i>		Business Name	
Address & Zip	Phone	E-mail	

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name	STEVEN VOSS	Business Name	<del>LVA DESIGN STUDIO</del> MAIN STREET PLACE, LLC.		
Address & Zip	1502 E. MAIN ST.	Phone	(602) 292-5470	E-mail	S.VOSS@LVADESIGN.COM
Name	GUY THURGOOD	Business Name			
Address & Zip	4135 E. SUNNYSIDE AVE.	Phone	480-423-9907	E-mail	GUY950@COX.NET
Name	Suzanne Paetzer	Business Name	Tri-Ara Consulting & Lee Hecht Harrison		
Address & Zip	37100 N 93rd St	Phone	cell: 734-748-7133	E-mail	SPAETZER@AOL.COM
Name	Laurie Coe	Business Name			
Address & Zip	9214 E. WOODRIDGE SCOTTSDALE	Phone	602-770-6036	E-mail	laurie.coe@cox.net
Name	PATTY BADENOCH	Business Name			
Address & Zip	5027 N. 71 PLACE	Phone	480.949.9549	E-mail	quardbadenoch@cox.net
Name	Jim Haxby	Business Name			
Address & Zip	7336 E. Sunnyside Dr	Phone	2180-991-7768	E-mail	Chaxby@Cox.net
Name	Sandy Schienkat	Business Name	Heart & Soul Gems		
Address & Zip	10961 E Gay Rd Scottsdale AZ 85259	Phone	480-268-9200	E-mail	Sandra@hbc.com

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name <i>Linda Whitehead</i>		Business Name	
Address & Zip <i>9681 E. Chuckwagon Ln 85262</i>		Phone <i>480-488-7093</i>	E-mail <i>LWhitehead@cox.net</i>
Name <i>Copper Phillips</i>		Business Name	
Address & Zip <i>7451 E. VANDANA 85266</i>		Phone <i>602 991 174</i>	E-mail <i>CopperPhillips@cox.net</i>
Name <i>Kathy Littlefield</i>		Business Name	
Address & Zip <i>8926 E. Sheena Dr 85260</i>		Phone <i>480-951-2549</i>	E-mail <i>kah@koblittlefield.com</i>
Name <i>FRIST WOOD</i>		Business Name	
Address & Zip <i>10553 E. CAROL 85258</i>		Phone	E-mail
Name <i>DAN WEST</i>		Business Name <i>WEST ARCHITECT, LTD</i>	
Address & Zip <i>7617 E. SPARK 85260</i>		Phone <i>994-5724</i>	E-mail <i>DAN@WESTARCHITECT.COM</i>
Name <i>JAY LEWIS</i>		Business Name	
Address & Zip <i>12058 N. 92ND PL 85260</i>		Phone <i>602 84 2634</i>	E-mail <i>JMLEWIS@ZOWO.COM</i>
Name <i>Robert Cappel</i>		Business Name <i>GPPA</i>	
Address & Zip <i>33600 N. 79th Way 85266</i>		Phone <i>480-595-1805</i>	E-mail <i>R-CAPPEL@WSA.COM</i>

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# Visioning Scottsdale Town Hall Results

Open House

February 21, 2013

Mountain View Community Center

Name	Bob Sienk		Business Name	
Address & Zip	9448 N 106th Pl Scottsdale	Phone	480 657 8836	E-mail
				bcbsienk@aol.com
Name	M. Joyce Wilson		Business Name	
Address & Zip	7950 E Starlight Wy. 159	Phone	480-262-5027	E-mail
				mjoycewilson@yahoo.com
Name	Gerald Miller		Business Name	
Address & Zip	9676 E. Carnegie Dr. 85264	Phone		E-mail
Name	Howard Myers		Business Name	
Address & Zip	6631 E. Horned Owl Tr.	Phone		E-mail
				howard.myers@cox.net
Name	RALPH MERRILL		Business Name	
Address & Zip	10287 N. 103rd PL 85258	Phone		E-mail
				ben@themerrills.net
Name	PAT MERRILL		Business Name	
Address & Zip	10287 N. 103rd PL 85258	Phone		E-mail
				PAT@themerrills.net
Name	JOHN WASHINGTON		Business Name	
Address & Zip	3518 N CHAMBERS CT 85251	Phone	480-229-1831	E-mail
				john@scottsdailtrails.com

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## **Attachment 7**

### **Public Comments on the Visioning Scottsdale Town Hall Report**

**The following comments were received between February 21, 2013 and April 19, 2013 through:**

- E-mail
  - General Plan Webpage
  - Speak Up Scottsdale Website
- Civic Center Library "Building the Vision" Exhibit



**Vandevord, Mary**

---

**From:** Webmaster  
**Sent:** Thursday, March 07, 2013 9:30 PM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #2)

## Visioning Scottsdale Feedback (response #2)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback</a>
Submission Time/Date:	3/7/2013 9:29:26 PM

### Survey Response

Name	Barbara Cawthorne
Email Address	<a href="mailto:thetravellers@g.com">thetravellers@g.com</a>
Zipcode	85257
Visioning Scottsdale Feedback	<p>I am most impressed with the Visioning Scottsdale Report. They are preserving all that I value for the future. My only suggestion is to work with the resort communities to have small tours with one trolley to view our city's attributes. There would be a nominal fee which would allow the trolley to stop at the resorts &amp; drive through the main part of town. It could be an off/on trolley which would allow tourists to shop &amp; admire our city. We have a trolley system now, just refine it to include the tourist trade.</p>

## **Vandevord, Mary**

---

**From:** Vandevord, Mary  
**Sent:** Thursday, March 14, 2013 8:22 AM  
**To:** Vandevord, Mary  
**Subject:** FW: Town Hall Participants: Give Us Your Opinion on Scottsdale's Vision and Values

**From:** Floris Freshman [<mailto:florisrena@gmail.com>]  
**Sent:** Wednesday, March 13, 2013 8:15 PM  
**To:** Vandevord, Mary  
**Subject:** Re: Town Hall Participants: Give Us Your Opinion on Scottsdale's Vision and Values

hi i was actually dismayed at the final version repeating itself over and over and ultimately omitting renewable energy in forms that new inventors are trying to implement. i felt very awkward reading it and affronted by it whereas the youyh statement was half of a page and said almost everything in a few sentences. my keyboard malfunctions so i couldnt absver the survey well enough. plus the fluoride in the water wasnt even recognized that environment and health means the choice of getting non-fluoridated non-garbagy water ahead of Albuquerque or Santa Fe. How come they get to be first to not fluoridate? why is Tempe DES first with solar on the carports? where is scottsdale? i was glad they kept in healthcare choices and didnt insult all the holistic practioners who live and/or p[actice in Scottsdale. e.g. my Herbalist recently retired ao 3 mos. later i found one 2 miles from my home and feel better already! in Scottsdale! ....floris

## Vandevord, Mary

---

**From:** Floris Freshman <florisrena@gmail.com>  
**Sent:** Thursday, March 14, 2013 10:00 AM  
**To:** Vandevord, Mary  
**Subject:** Re: Town Hall Participants: Give Us Your Opinion on Scottsdale's Vision and Values

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

great. i actually have other agendii: more feral cat programs and also coyote control programs. it is unsafe to let coyotes live in the greenbelt drainpipes and potentially harm tourists of residents who bike or walk in the evenings. there needs to be a coyote no-kill shelter with spay/neuter programs for them where they are fed. Also there is more renewable energy in most other spaces within arizona that can accommodate easily, plus on city roofs, turbine designed for wind energy that looks like revolving doors. My inventor friend RIP is just one of many that update the antiquated windmills that alter frwuency, need constant repair and acreage, and kill birds. some of the designs are still on the Tesla website. the trolleys you cannot walk behind and should be electric powered by solar stations. i choke every time i pass one by. thats how they killed my people in the holocaust before gas chambers were erected. they used gas vans and loaded the people and put the hose the other way and when they got to a forest dumped the bodies. i am working toward becoming a holocaust historian. the huge golf carts covered used for universal studios tourists would be perfect in place of the gas spewing loud trolleys that are actually old old old school busses. when i subbed in scottsdale i ualnost got aspkixiated bring the kids to the bus. that brings up other issues on health plans and the educational system. imy herbalist of 10+ yrs retired and i found a new one also in scottsdale that seems to be working for me. i am disabled....thank you for your courteous reply. ...florie

On Thu, Mar 14, 2013 at 8:05 AM, Vandevord, Mary <[MVandevord@scottsdaleaz.gov](mailto:MVandevord@scottsdaleaz.gov)> wrote:

Thanks, Floris-

I will include your message below with all of the Town Hall report comments to the City Council and General Plan Task Force for their consideration.

Best,

Mary Vandevord, AICP

Senior Planner

## **Vandevord, Mary**

---

**From:** Floris Freshman <florisrena@gmail.com>  
**Sent:** Saturday, March 16, 2013 10:18 AM  
**To:** Vandevord, Mary  
**Subject:** florie freshman letter #3

hi. i forgot to mention eradicating red light traffic cameras asap  
they are not legal and are harrassing, so to speak.  
and also keeping those horrid flu shots  
in medical facilities where they belong.  
NOT the senior centers. not in groceries.  
i avoid those places like the plague.  
as they say, "you can fool some of the people...."  
i didn't get an acknowledgment of receipt from my last email.  
thanx. florie

## **Vandevord, Mary**

---

**From:** John Evans <izymassage@msn.com>  
**Sent:** Friday, March 08, 2013 12:44 PM  
**To:** Vandevord, Mary  
**Subject:** RE: Town Hall Alternates: Give Us Your Opinion on Scottsdale's Vision and Values

**Mary, I tried all three avenues to share my opinion of the Visioning Statement with the sites not letting me in. John I. Evans, 85251, Here is my response:**

**viewed the entire Visioning Statement. Overall it sounds Utopian as a description which comes to mind, in that it tries to mean all things to everyone. So to me there is a lot of wiggle room with no specifics. Transportation and education as well as cooperation/ inclusion of citizens I believe has been lacking and hope it gets focus as stated in the future. Transportation where we include Scottsdale on the light rail; you'll need reliable transportation for those service level jobs and a connectedness to the high level educational opportunities provided for I assume ASU preferably.**

**For education; how about we start with public school students in Scottsdale, educate them, groom them, give them well rounded educations including sports, pe, music, arts vs. cutting their programs and teachers salaries where they're forced to relocate thus losing continuity!**

**Finally city government; first thing I thought of was the waste of resources by paying off how many City Managers over the last 5 or 6 years. "Highly" qualified leaders "chosen" by "our" leaders!**

**Visioning was a start. I hope vision is far not short sighted when put into action here.**

---

**From:** [MVandevord@Scottsdaleaz.gov](mailto:MVandevord@Scottsdaleaz.gov)  
**Subject:** Town Hall Alternates: Give Us Your Opinion on Scottsdale's Vision and Values  
**Date:** Thu, 7 Mar 2013 21:55:42 +0000

**Visioning Scottsdale Town Hall Alternates-**

**Thank you again for your interest and application for the Visioning Scottsdale Town Hall that was held in February 2013.**

**Below is information on how you can provide comments on the Town Hall report, as well as find more information on the Scottsdale General Plan 2014 process.**

**Mary Vandevord, AICP  
Senior Planner  
Long Range Planning Services  
City of Scottsdale  
480.312.7902**

**Vandevord, Mary**

---

**From:** Webmaster  
**Sent:** Friday, March 15, 2013 11:22 AM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #6)

## Visioning Scottsdale Feedback (response #6)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH-Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH-Feedback</a>
Submission Time/Date:	3/15/2013 11:21:27 AM

### Survey Response

Name	John Mueller
Email Address	<a href="mailto:johnmueller5@aol.com">johnmueller5@aol.com</a>
Zipcode	85251
Visioning Scottsdale Feedback	Slow traffic on 68St. by installing a round about on 68th. & Osborn Rd. Many children get narrowly missed by speeding vehicles. Close to Paiute School.

**Vandevord, Mary**

---

**From:** Webmaster  
**Sent:** Sunday, March 10, 2013 12:38 PM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #5)

## Visioning Scottsdale Feedback (response #5)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback</a>
Submission Time/Date:	3/10/2013 12:38:12 PM

### Survey Response

Name	Jude Nau
Email Address	<a href="mailto:jude.nau@bwsundial.com">jude.nau@bwsundial.com</a>
Zipcode	85251
Visioning Scottsdale Feedback	I enjoyed the opportunity. It is an honor to be included and the townhall format is easy, organized, and results oriented. Thank you to all at Arizona Town Hall and the Scottsdale Staff that organized the project.

**Vandevord, Mary**

---

**From:** Webmaster  
**Sent:** Monday, March 18, 2013 2:35 PM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #7)

## Visioning Scottsdale Feedback (response #7)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback</a>
Submission Time/Date:	3/18/2013 2:34:18 PM

### Survey Response

Name	Matt Metz
Email Address	<a href="mailto:scottsdalevision@mattmetz.com">scottsdalevision@mattmetz.com</a>
Zipcode	85258
Visioning Scottsdale Feedback	This vision is too open to developers who want to continue to increase height and density which compromise the rural/suburban lifestyle that makes Scottsdale special. This vision should specifically mention our intention to AVOID CONTINUED HEIGHT AND DENSITY INCREASES we've seen recently.



# About Visioning

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The City of Scottsdale is engaged in a redo of the process of envisioning its future. I participated in the sessions facilitated by the Arizona Town Hall, and write to add one critical element to the process as I have observed it unfold. It is true that Scottsdale provides some very special elements which contribute to a high quality of life, and that these elements are central to any vision of the city's future. My point is quite simply that a city is and must be more than its special features. While it is true that visitors and many residents are attracted to Scottsdale for any of a long list of reasons, it is an open question as to what percentage of the population now and in the future fit this category. Visioning a city's future must recognize how those who live there use it. Special features alone do not a functioning city make.

I live in Scottsdale, because it is the address of the property I purchased. If my home were across the street, I would be a resident of Paradise Valley. If this were the case, my enjoyment of the area in which I live would not materially change, no doubt the city services and tax structure would. Visioning for the future of the city should make it work for those who live here regardless of the circumstances prompting our presence. The process to date has called for and relied upon the participation of those who were motivated to apply to be part of a three-day process. Public forums and Internet Websites, solicit reactions to the Town Hall Draft. This certainly completes that process; however, it does not allow for expression of the unrestrained visions and hopes of the citizenry.

I urge the City to consider an online survey instrument that would welcome information about why and how residents call Scottsdale home; how they use the city currently; and how they would want to rely upon the city in the future. Provide the proverbial blank page and use that uninhibited feedback to feed into the visioning statement and general plan. Garbage pickup and water accounts reveal a sizeable percentage of the target population; and an advertisement campaign could inform others (i.e. renters) whose names may not appear on accounts for these services. Public computers in libraries, city facilities, and any other creative choices staff can identify, would provide broad access for those willing to participate. Youth participation should also be encouraged via these and similar mechanisms.

Openness is unfortunately a word used as a critique of Scottsdale, not a prized feature. In discussing future visions of the City, a key goal should be the broadest possible participation.

Melvin Hall  
8050 N 72<sup>nd</sup> PL  
Scottsdale, AZ 85258

**Vandevord, Mary**

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**From:** Webmaster  
**Sent:** Friday, March 08, 2013 7:14 PM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #3)

## Visioning Scottsdale Feedback (response #3)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback</a>
Submission Time/Date:	3/8/2013 7:13:36 PM

### Survey Response

Name	Michael Mayer
Email Address	<a href="mailto:nicetang@cox.net">nicetang@cox.net</a>
Zipcode	85255
Visioning Scottsdale Feedback	Pouting? Can you be more insulting? Stop hunting in the McDowell Sonoran Preserve...GFD only found 12 deer that can be killed in a 90 square mile Jan 2013 survey. Voters, not the 4 City Council members that received over \$400,000 in political contributions from pro Preserve developers to get elected should decide the Desert Discovery Center.

TO: Mary Vandevord – Senior Planner

From: Sandy Schenkat 10961 E. Gary Rd. Scottsdale, AZ 85259 (480-268-9200)

RE: Visioning Scottsdale Town Hall Results

I attended the follow up meeting on 2/21/13. I commented publicly at the end of the program with the word Prioritize.

I didn't have much time to elaborate but would appreciate it if you could include my comments:

1. The vision results were very general and elusive. I would like to see that the city have a master plan which would include revitalization of the downtown area especially 5<sup>th</sup> Avenue. It's a pity that area is considered downtown in addition to Old town. The landlords in that area charge very high rents but do not maintain their buildings. The side walks are a mess and the trolley stop in front of Celebrity encore is pathetic. If we are going to take pride in our city, this area of town needs major revitalization and added parking. This should take priority as far as I'm concerned.
2. The art's district - Main Street and Marshall Way - needs a cohesive plan for promotion. There are some top quality galleries which attract tourists but these gallery owners need the support of the city. Not just a few ladies handing out brochures on art walk night. The program last night for western art appreciation was not successful and a minor attempt at doing something to bring more tourist to the area.
3. The Civic center is the crowning jewel of the downtown but it's difficult to find for the average tourist. The access is difficult with very limited parking. I think I've read something recently about the fact that the city is working on better access. That's a real priority too.
4. Art Walk is a great draw but there again the parking is a serious issue. The small underground parking on the south side of Main St. has not been made evident. Signage should be installed to direct people to that extra parking and much better lighting needs to be added.
5. If the city truly wants to consider itself a sponsor of arts and culture so much more needs to be done with sales taxes raised by these downtown businesses and gallery owners.

Focus on what the city has and improve on it before big pie in the sky ideas are worked on. The Western Museum will be an asset but I think that money should go into improving what you have in the downtown.

**Vandevord, Mary**

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**From:** Webmaster  
**Sent:** Saturday, March 09, 2013 8:48 AM  
**To:** General Plan 2014  
**Subject:** Visioning Scottsdale Feedback (response #4)

## Visioning Scottsdale Feedback (response #4)

### Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Visioning Scottsdale Feedback
URL:	<a href="http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback">http://www.scottsdaleaz.gov/generalplan/VSTH_Feedback</a>
Submission Time/Date:	3/9/2013 8:48:21 AM

### Survey Response

Name	Steve Hogan
Email Address	<a href="mailto:stevenmhogan@cox.net">stevenmhogan@cox.net</a>
Zipcode	85260
Visioning Scottsdale Feedback	<p>The vision is fine as far as it goes, but it does smack a lot of "mom and apple pie." That is perhaps OK for a vision that does not define a course of action, only a structure within which such plans and actions will be developed. The vision covers a lot of ground and could be a little too far-reaching which will make it difficult to adhere to in formulating plans. The real test will be in how the vision translates into a General Plan and the actions that implement it. (I fear that no matter how carefully a plan is crafted, naysayers will lie in wait and pounce the moment a GP is put out for comment. Unfortunately, that probably includes members of the City Council.) This is a tough task. I recommend a little more focus on the truly critical elements of what the General Plan needs to be. For me, that means education, technology, health care and transportation. If I can help, please tell me how.</p>



**Visioning Scottsdale Town Hall**  
Citizen Created Vision/Values Feedback



Name

Date

Address

Zip Code

Phone

Best time to call

email address

Comment

WOLFS BE SHORTER

Please note that the City sometimes receives requests from citizens to review comment cards, and the City is obligated to release any information on the cards that is considered a public record.



**Visioning Scottsdale Town Hall**  
Citizen Created Vision/Values Feedback



Name

Date

Address

Zip Code

Phone

Best time to call

email address

Comment

Way to long!!

Please note that the City sometimes receives requests from citizens to review comment cards, and the City is obligated to release any information on the cards that is considered a public record.

## Speak Up Scottsdale

### Comments on draft General Plan vision statement:

User: Bill H (Feb 26 at 5:06 pm)

1. Vision statements are very wordy as if trying to be all things to all citizens.
2. Reads like the past is the guide to the future and while fine to celebrate our past, our future must start with where we are and what we want to create.
3. Entire first paragraph should be broken into individually spaced statements like the rest.
4. Suggest adding: "We will remain an exciting city with vibrant night life, building on our world class signature events, great resorts, hotels, and restaurants".

User: Howard Myers (Feb 28 at 7:25 pm)

This vision statement contains a lot of great statements and good ideas, goals to obtain, but overall it does not tell me where the city is going, what it is going to be or look like in 10 or 20 years and that is what a General Plan must do.

User: Umberto Santoni (Mar 2 at 11:22 am)

The vision statement is way too long. There's a lot of great detail but taking a step back it reads as "we will be all things to all people". There's also a fair amount of repetition. I would cut this down to about 1/3 its current length and aim for capturing the essence of the vision rather than ensure every stakeholder is explicitly identified. The more straightforward the vision is, the greater the likelihood it will guide decision making. As an example, remove the 1st, 2nd, 4th, and 7th paragraphs. The last sentence should start off the vision statement - it captures the overall guiding principle that the vision statement seems to aiming for.

User: Robert G. Roberts (Mar 3 at 5:06 pm)

Most readers would smell gobbledygook, immediately turn the page.

As a "vision," it fails to ignite visual images.

The statement is clumsy, contrived-sounding, unconvincing, and not at all compelling. It includes too many descriptors and characteristics that denizens of all places would pin on themselves. Buzz words and fashionable jargon dominate.

The statement should stick to accentuating concepts that are unique -- in and of themselves or with specific regard to Scottsdale -- and through the use of strong action verbs and evocative language -- depict them in ways that can fire the imaginations of those surveying the city's horizon.

User: Matt Metz (Mar 18 at 2:39 pm)

This vision is too open to developers who want to continue to increased height and density which compromises the rural/suburban lifestyle that makes Scottsdale special. This vision should specifically mention our intention to AVOID CONTINUED HEIGHT AND DENSITY INCREASES we've seen recently.

## Stevens, Katie

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**From:** sandra@hbc.com  
**Sent:** Tuesday, May 07, 2013 7:16 AM  
**To:** Jagger, Carolyn; Stevens, Katie  
**Subject:** Agenda Item Comment for 05/07/13 - Item 15

Meeting Date: 05/07/13  
Item Number: 15

Contact Information (if blank, user did not provide):

Name: Sandy Schenkat  
Address: 10961 E. Gary Road  
C/S/Z: Scottsdale, AZ 85259  
Phone: 480-268-9200

Comment for 05/07/13 Item 15:

After attending the 2/21/13 follow up meeting to the Visioning Scottsdale Town Hall Results, I submitted my comments to Mary Vandevord. I would like to elaborate on those comments as it relates to tourism. The arts and cultural venues need to be improved to enhance the city's image.



# **Visioning Scottsdale Town Hall Results**

**City Council Meeting**

**May 14, 2013**

**Long Range Planning Services**

# **Background**

## **2012 City Council Direction**

- Start General Plan 2014 process with Visioning
- Hire a Visioning Consultant
  - Neutral, third-party
  - Use consultant-led application & selection process to ensure all viewpoints are represented
  - Result should be a vision statement and community values to support the vision

# Consultant Team

## Arizona Town Hall

- Non-Profit Organization
- Known for State-wide Town Halls
- Chosen for this process because of:
  - Consensus-building experience
  - Application process experience
  - Clear process for ensuring diverse viewpoints are represented
  - Overall neutrality (non-profit; volunteer-based)
  - Positive past experience with Scottsdale Community



*Visioning Scottsdale Town Hall, February 2013*

# Application Process

- December 5, 2012 - January 11, 2013
- Application process outreach to 200,000 community members
- Received 291 applications



City of Scottsdale Home Page- December 2012

## Examples of Public Outreach

Newspapers

Utility Bills

City Cable 11

Social Media

Community Groups

Email Lists

Boards and Commissions

Community Centers/Libraries

# Visioning Process

- **Future Leaders Town Hall:**

- January 24, 2013
- 82 participants
- 14 – 22 years of age
- Report provided to Visioning Town Hall participants



*Future Leaders Town Hall, January 2013*

- **Visioning Scottsdale Town Hall:**

- Half days- February 6, 7 & 11, 2013
- 100 participants
- Opening program/overview of Civil Discourse
- 3 panel discussions of 33-34 members
- Report distributed to participants & alternates February 15, 2013



*Visioning Scottsdale Town Hall, February 2013*

# Visioning Process

- **Visioning Results Open House:**

- February 21, 2013
- 65 attendees
- “Mini-Town Hall” statement
- Comment cards & information



*Results Open House, February 2013*

- **Other Input Opportunities:**

- SpeakUp Scottsdale– [www.speakupscottsdale.com](http://www.speakupscottsdale.com)
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# Visioning Report Highlights

## Community Values:

- Southwestern heritage, character & culture
- Life-long learning & education
- Community involvement and civic engagement
- High standards of appearance & quality of development
- Sonoran desert– Environment, preservation & character
- Neighborhood livability and human connection
- Transportation options & appropriate mobility choices
- Embrace changes that will maintain Scottsdale's unique qualities and identity

# Vision Statement

The community values set forth above are an integral part of this vision statement and are incorporated herein.

We will be a city founded on and adhering to its community values, which **leverages its rich Southwestern history**, where the past is celebrated, while managing our future based on preserving those values. We will be an **active, globally interconnected, and multi-generational** city where residential neighborhoods and commercial districts co-exist harmoniously with each other and the environment; where a **culture of wellness** is promoted; where people are committed to and **respect** each other; and where **growth is managed responsibly** and with respect for nature, sustainability, wellbeing, character, and unique environmental assets such as our Sonoran Desert and our McDowell Sonoran Preserve. We will be a vibrant and welcoming city with a **unique international reputation** for natural beauty, innovation, arts and culture, economic vitality, and livability.

We will continue to create a **safe, attractive, vibrant and sustainable city for ourselves, our children, our visitors and future generations.**

We will be a city where **citizens are esteemed active primary stakeholders** in their city government.

We will **preserve, protect and enhance neighborhoods**, and historically significant structures and sites, while protecting property rights.

We will be a city that draws visitors from around the world because of its **internationally recognized brand** reflected in its physical appearance; desert vistas; amenities; world-class events; resorts; equestrian heritage; high quality of life; healthcare resources; thriving, unique and walkable downtown; and its arts, culture and recreation opportunities.

We will create an innovative and sustainable city that is **economically prosperous**, an honest place to do business and that allows a multitude of opportunities for all citizens.

We will create, grow and attract diverse, world-class businesses and entrepreneurs that leverage **technology and innovation** to fuel the local community and benefit the global economy.

We will have a thriving, **well-educated workforce**; strong, **safe neighborhoods**; and a wide range of innovative, efficient and effective **mobility options** that connect to citywide and regional networks.

We will be a city that promotes **meaningful open spaces** with new development and that respects and preserves Scottsdale's mature neighborhoods, the Indian Bend Wash Greenbelt, canal banks, neighborhood parks, and a thriving downtown.

We will be one of the finest cities in which to live and a place **where the Southwest and the 21<sup>st</sup> Century join hands.**



# **Visioning Scottsdale Town Hall Results**

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May 14, 2013  
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*Visioning Scottsdale Town Hall, February 2013*

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